



PNW SPORTS

**SNOHOMISH COUNTY**

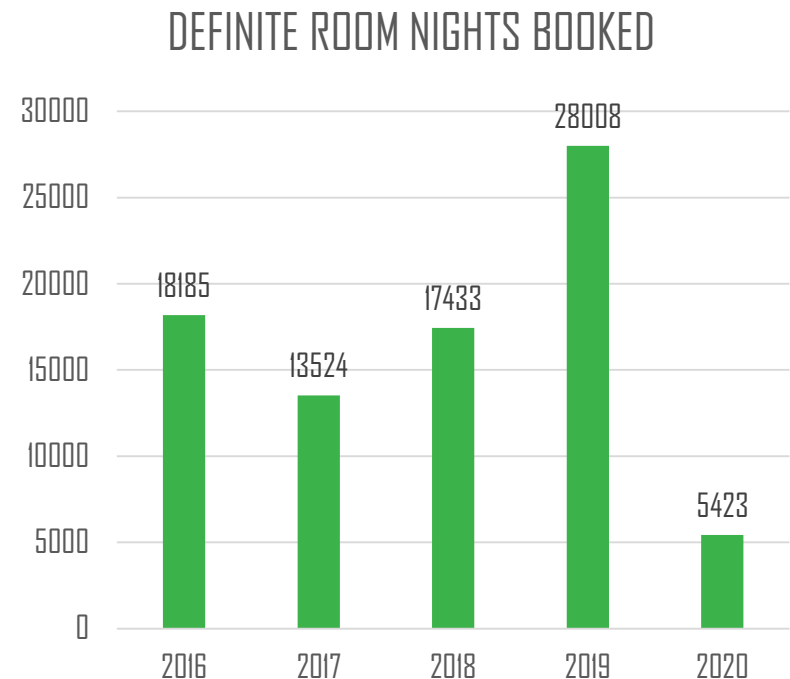
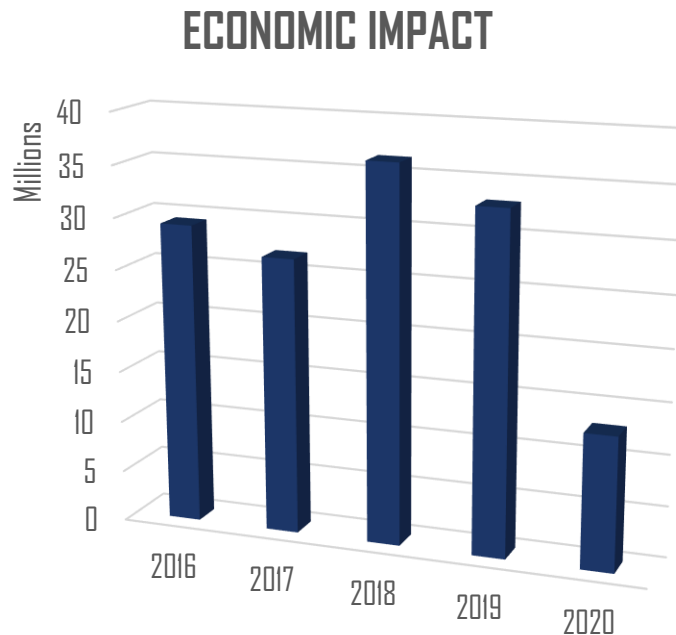
SPORTS COMMISSION



**City of Monroe Council  
Presentation  
July 14, 2020**

# County Sports Tourism Impact 2019

- 132 sports events County wide
- 28,008 Room Nights Booked for 2019 – 2023
- \$33,933,361 Economic Impact





# 2019 Monroe Events



- USA Gymnastics XCEL Regional Invitational
- Spartan Super & Sprint Race – US Championships Series
- Bubble Run
- TriMonroe Triathlon – USA Triathlon Youth & Junior Elite Cup
- Nautique WWA Wakeboard National Championships
- Terrain Racing
- Lake Tye Triathlon
- Spartan Beast & Sprint Race
- Blacklight Run

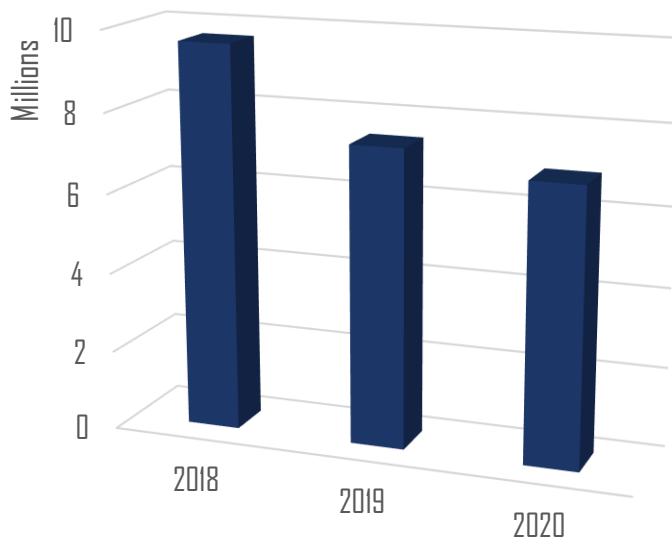


# Monroe Sports Tourism Impact

## YEAR 2019

- 9 – 2019 Sports Events
- 5,184 Rooms Nights
- \$7,449,742 in Direct Spending

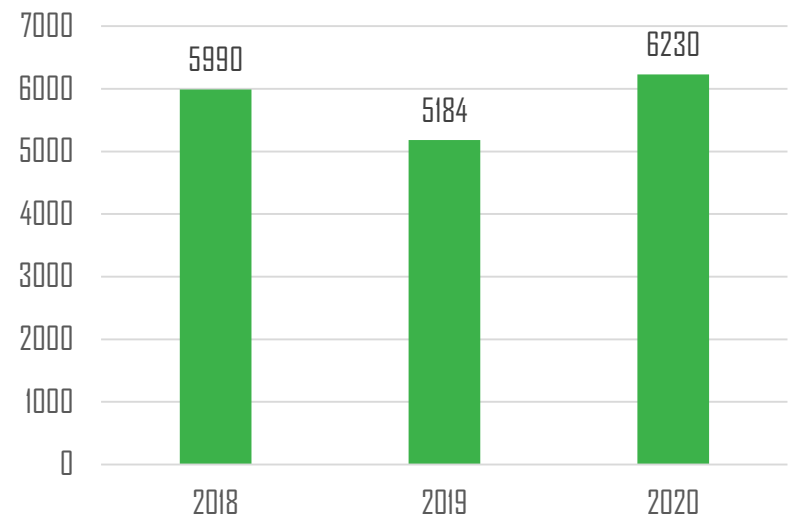
### ECONOMIC IMPACT



## Year 2020

- 7 – 2020 Sports Events
- 6,230 Rooms Nights
- \$6,921,623 in Direct Spending

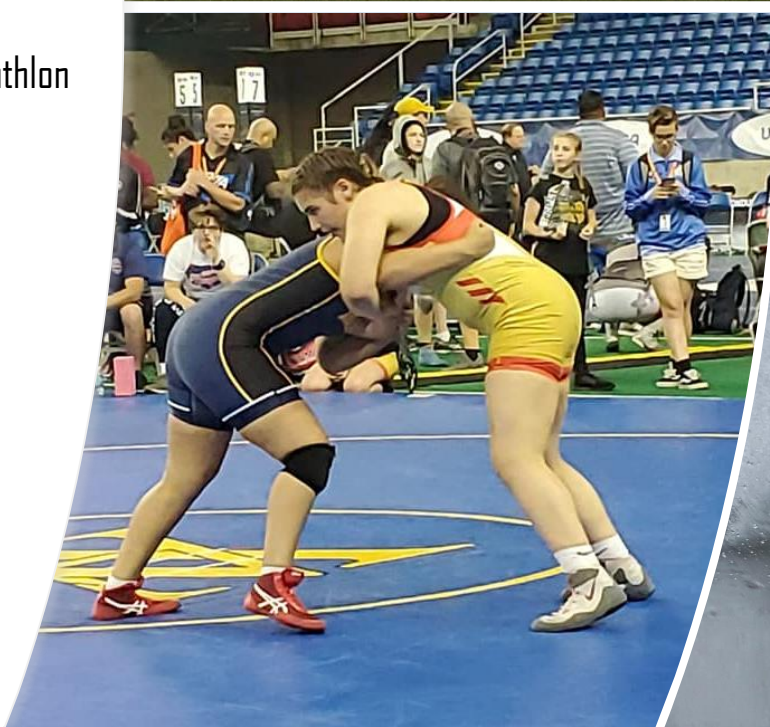
### DEFINITE ROOM NIGHTS BOOKED





# 2020 Monroe Events

- Spartan Super & Sprint Race – US Championships Series
- Bubble Run
- WSWA Freestyle & Greco Roman State Championships
- TriMonroe Triathlon – USA Triathlon Youth & Junior Elite Cup
- Legends Baseball Club All-Star Invitational
- Lake Tye Triathlon
- Spartan Beast & Sprint Race
- Blacklight Run





# Impact of COVID-19

Events Canceled – March through August  
Room Nights – 12,006  
Economic Impact – \$14.5 Million

## MONROE EVENTS:

- Spartan Super & Sprint Race – US Championships Series
- Bubble Run
- WSWA Freestyle & Greco Roman State Championships
- TriMonroe Triathlon – USA Triathlon Youth & Junior Elite Cup
- Lake Tye Triathlon

\*As of June 30, 2020



# SCSC Board of Directors/Staff

- Karen Bowles, Hilton Garden Inn Seattle Bothell
  - Cindy Compoc, Puget Sound Volleyball Region
  - Joel Faber, City of Lynnwood Parks, Recreation & Cultural Arts, *Secretary/Treasurer*
  - Frank Foster, Central Washington University (Ex Officio)
  - Dave Hall, City of Marysville Parks, Culture, & Recreation
  - Sheldon Johnson, Delta Hotel Marriott Everett
  - Kerri Lonegran-Dreke, Lombardi's Neighborhood Italian
  - Jill Meis, City of Lake Stevens Parks Planning & Development
  - Shannon O'Kelley, Integrated Rehabilitation Group
  - Garet Studer, Everett Community College Athletics, *Chair*
  - Tom Teigen, Snohomish County Parks, Recreation & Tourism (Ex Officio)
  - Alexandria Zitnik, Rehabilitation Strategies Northwest, *Vice Chair*
- 
- Tammy Dunn, Executive Director
  - Terry Musgrave, Office Manager
  - Justin A. Smith, Sports Development Manager
  - Tyler Allen, Sports Development Manager

**501C3 Non-Profit Organization**



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SPORTS COMMISSION

# THANK YOU

## Questions?